Steps to entertain advertisement outsourcing calls

3336. SHRI VIJAY J. DARDA: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether Government are aware that countries like China, Philippines, Malaysia, Singapore, South Africa and Australia have geared up to take away a major chunk of advertisement outsourcing business from India by offering a sound infrastructure and the single window clearance to conveniently entertain advertisement calls;

(b) if so, the details thereof;

(c) whether Government propose to evolve a mechanism to entertain advertisement outsourcing calls; and

(d) if so, by when?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JAIRAM RAMESH): (a) and (b) Information Technology (IT) sector, including advertisement outsourcing business, is providing immense opportunities worldwide and India has taken a lead in exploring these possibilities. Looking at the success of India and opportunities offered by the sector, various other countries are in the race to create infrastructure and policy framework to get some share of these opportunities.

(c) and (d) Government of India has created necessary infrastructure as well as policy framework for IT companies which is reviewed from time to time keeping in view the demand of local industry and the global opportunities. It is, however, the role of industry to identify the commercial opportunities in accordance with their business model.

Objection of European countries to bid by Shri Laxmi N. Mittal

†3337. SHRI RAJ MOHINDER SINGH MAJITHA:
DR. MURLI MANOHAR JOSHI:

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether it is a fact that Governments of several European countries have objected to the bid for a company operating in one European country by an Indian born Shri Laxmi N. Mittal;

† Original notice of the question was received in Hindi.